NCA
VOC FOR IOP/EU
BACKGROUNDER NO. 3-0725 MAY 5, 1976
DAVID LENT/MADRID

NEW SPANISH NEWSPAPER

ANNCR:

SPAIN GOT A NEW VOICE THIS WEEK. VOA CORRESPONDENT DAVID LENT REPORTS FROM MADRID.

VOICE:

THE NEW VOICE IS SPAIN'S FIRST NATIONAL DAILY NEWSPAPER SINCE THE DEATH OF FRANCO AND TO JUDGE BY ITS FIRST EDITION, AND THE WORDS OF ITS EDITOR-IN-CHIEF, THE NEWSPAPER, EL PAIS, INTENDS TO BE AN OUTSPOKEN VOICE, INDEED.

TAPE: CUT ONE -- CEBRIAN

"WE WANT TO TRY TO DO A NEWSPAPER, A QUALITY NEWSPAPER, LIBERAL, INDEPENDENT AND A MODERN NEWSPAPER IN SPAIN."

VOICE:

JUAN LUIS CEBRIAN AT THIRTY-SIX YEARS OF AGE, EDITOR-IN-CHIEF OF A NEWSPAPER WHOSE FIVE HUNDRED SHARE-HOLDERS INCLUDE TWO GOVERNMENT MINISTERS AND ONE OF THE MOST OUTSPOKEN MEMBERS OF SPAIN'S LEFTIST OPPOSITION. MISTER CEBRIAN SAYS THE VIEWS OF ITS SHAREHOLDERS WILL NOT INFLUENCE EDITORIAL POLICY.

"IT'S HIGH TIME," HE SAYS, "FOR A NEW POINT OF VIEW ABOUT POLITICS IN SPAIN." "THERE IS A NEW GENERATION HERE," HE SAYS, "WHICH WANTS A NEWSPAPER TO SAY SO IF IT BELIEVES A GOVERNMENT IS BAD."

EL PAIS, AS ARTICULATED BY JUAN LUIS CEBRIAN, BELIEVES THE PRESENT GOVERNMENT OF SPAIN IS BAD. A FRONT-PAGE EDITORIAL DENOUNCED THE STEP-BY-STEP APPROACH TO POLITICAL

REFORM ANNOUNCED BY PRIME MINISTER CARLOS ARIAS NAVARRO LAST WEEK. IT SAID POLITICAL REFORM IS STILL POSSIBLE IN SPAIN, BUT ONLY UNDER ANOTHER GOVERNMENT.

AN EDITORIAL POLICY SO OUTSPOKENLY CRITICAL OF THE GOVERNMENT WAS UNTHINKABLE IN SPAIN JUST A SHORT TIME AGO. MISTER CEBRIAN SAYS HE HOPES HE DOES NOT RUN AFOUL OF SPAIN'S CENSORSHIP LAWS. "BUT," HE ADDS SOMEWHAT PHILOSOPHICALLY, "TROUBLE WITH GOVERNMENT IS OFTEN A PART OF THE JOURNALISTIC PROFESSION AND NOT ONLY IN SPAIN."

THE NEWSPAPER'S FIRST RUN WAS DELAYED DUE TO TROUBLE WITH THE PRESSES. THE MANAGEMENT, WHICH OPERATES IN AN ULTRA-MODERN BUILDING DESIGNED ESPECIALLY FOR EL PAIS, PLANS A PRESS RUN OF TWO HUNDRED THIRTY-FIVE THOUSAND COPIES -- HALF OF THESE ARE TO BE DISTRIBUTED OUTSIDE MADRID TO MAKE EL PAIS THE COUNTRY'S FIRST NATIONAL NEWSPAPER.

MISTER CEBRIAN HAS A CLEAR IDEA OF WHAT HE WOULD LIKE TO HAVE THE NEWSPAPER ACHIEVE.

TAPE: CUT TWO -- CEBRIAN

"WE ARE TRYING TO WORK FOR THE INTEGRATION SPAIN, WEST EUROPE AND THE EEC, AND FOR THE INTEGRATION OF SPAIN IN THE WHOLE EUROPEAN AND WESTERN COMMUNITY'S POLITICAL, STRATEGICAL, ECONOMICAL AND OTHER POINTS OF VIEW. AND I THINK THE MOST IMPORTANT THING FOR US IS TO MAKE A VERY, VERY GOOD PAPER."

VOICE:

THE NAME, "EL PAIS", MEANS "THE COUNTRY". IN SPAIN, MISTER CEBRIAN EXPLAINS, THE NAME HAS A SPECIAL, LIBERAL MEANING. IT CONTRASTS WITH USAGE IN FRANCO SPAIN WHEN NEWSPAPERS HAD TO REFER TO THE COUNTRY AS "PATRIA", THE FATHERLAND" OR "NACION", "THE NATION". SPAIN APPEARS TO HAVE ACQUIRED A FRESH, NEW VOICE, INDEED.

GH/PY